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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

CONFIDENTIAL

1994 SAVINGS OVERVIEW

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

1994 Savings Objectives

1. Hold Share of Savings

2. As profitably as possible

3. Meet or exceed earnings while moving the business forward

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

1994 Savings Strategies

- Emphasis at Retail
  - Be price competitive
  - Clear price communication
  - Strong retail presence
  - Temporary/flighted promotion
- Supplement retail with non-retail support
- Enhance equity in DORAL/MONARCH
- Regional versus National plans/tactics

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

Regional Plan Approach

1. Determine best regional role to meet national objectives

2. Determine best portfolio approach

3. Develop tactical plan to meet 1 and 2

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

Benefits of Regional Plans

- More efficient and effective

- Less visible/counteractive by competition

- Enhanced ownership/ accountability by Field Managers

. . . our best bet at holding share as profitability as possible

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

FORSYTH PRODUCTS

Objective

- Develop partnerships with key retailers and wholesalers

Key Strategies

- Protection
- Marketing plans

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000

1994 Forsyth Products
Operating Philosophy

1. Identify potential partners

2. RSM's/CAM's play active role in Forsyth

3. Communicate Forsyth opportunities

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Source: https://www.industrydocuments.ucsf.edu/docs/ttbp0000